

Tourism Strategic Planning Committee

September 2018

The Committee held their first meeting on May 10, 2018. Some of the objectives of the group are:

- Raise awareness, familiarize people with the area
- Capture International Audience
- Take a formal, themed approach
- Develop an App of Cumberland
- Entice people to get off Highway at both ends, give them an awesome experience
- Branding
- Create dynamic online presence
- Cross Promotions
- Maximize online presence
- Promote the area more effectively
- Design a regional map utilizing images of Cumberland assets

After a presentation from Tourism Nova Scotia on their three priority markets which are: **The Cultural Explorer, The Authentic Experienter** and **The Free Spirit** the Committee by a consensus decided to adopt the same three priority markets. The Committee also looked at current Tourism Trends, Identifying Demand Generators (Travel Motivators) and Demand Supporters, and other groups to determine business and experiences in Cumberland County that would qualify as market ready. A few of the examples that were mentioned:

Fiber Arts Festival
Cross Border Challenge
Jost
Advocate Boat Tours
Fundy Geological Museum

The group then looked at what the top five demand Generators would be:

Culinary and Beverages
Outdoors Adventures (waterfalls, skilling, ATV, boat tours)
Scenic Trails and Nature Viewing
Festivals and Events
“World Class” Experiences and Sites

The Committee also reviewed the Inventory of Accommodations and Campgrounds that we have in our Tourism asset inventory. We also want to look at other important and Unique Experiences (Hidden Gems).

We will be doing Tourism Engagement session with local groups in September. We also have a meeting with Tourism Nova Scotia Oct 3, 2018.

If you have any questions about this Committee please let me know.

Councillor Jones